

**The Curiosity Cup**  
**SAS Team Competition 2025**  
**Terms and Conditions of Participation**

**HOW TO PARTICIPATE:** PLEASE READ THIS ENTIRE SET OF TERMS AND CONDITIONS CAREFULLY AND THOROUGHLY. IF YOU HAVE QUESTIONS ABOUT ANY ASPECT OF THE COMPETITION OR THESE TERMS AND CONDITIONS, PLEASE CONTACT [curiositycup@sas.com](mailto:curiositycup@sas.com). To register for the SAS Curiosity Cup team competition 2025 (the "Competition"), please visit [https://sas.qualtrics.com/jfe/form/SV\\_9FhVfkBEROJhVWK](https://sas.qualtrics.com/jfe/form/SV_9FhVfkBEROJhVWK). Upon team registration and confirmation of eligibility, teams will receive an email with further instructions. Instructions will also be provided on how to submit your team's final entry via the Internet. On the competition webpage, you must read and follow the instructions to your entry and transmit via the Internet. Teams may register between December 1, 2024 and January 31, 2025. Competition entries are due by February 19, 2025, timestamped by 11:59:59 PM in the submitting entrant's local time. Entries must be submitted via email or other electronic process according to the instructions on the competition webpage.

In the event of a dispute over the identity of the individual making a particular Competition submission, the submission will be deemed to have been made by the registered user of the email/Internet account through which the submission was transmitted or with which the submission is associated. Sponsor (i) assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, submissions; (ii) is not responsible for any problems or technical malfunction of or relating to any communications equipment, telephone or cellular network, operations, or lines, computer, online systems, servers, or provider, computer equipment, hardware, software, failure of any entry information to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any website or email server or address, and (iii) assumes no responsibility for any combination of the aforementioned events, including any injury or damage to any participant's or any other person's computer related to or resulting from participation in, or downloading or uploading any materials relating to, the Competition.

**ELIGIBILITY FOR PARTICIPATION AND GUIDELINES FOR SUBMISSIONS:** To participate in the Competition, each team must be composed of between two to four (2-4) students who are at least 18 years of age at the time the entry is submitted, and either currently enrolled as a part-time or full-time student at an accredited post-secondary academic institution (college or university or its equivalent), or graduated no earlier than October 1, 2024. In addition, each team must have one (1) named faculty advisor. Your participation must be, in all respects, legal and lawful in the jurisdiction from which you make your submission. Sponsor is not responsible for submissions made in contravention of any law or regulation in any jurisdiction or location. Void in the Province of Quebec and where prohibited by law. Employees (including immediate family members and/or those living in the same household of each) of Sponsor and its subsidiaries and affiliated companies, and the immediate family members of each, are not eligible to participate.

Please note that data sets and a specific software/platform will not be provided by Sponsor for participation in this competition. Participating teams are required to (a) supply data according to the specifications provided below and (b) use campus licensed SAS software, SAS OnDemand for Academics software, SAS Viya for Learners software, or SAS Viya Workbench for Learners software via the Internet. Competition submissions must be the original work of the entrant not previously published or entered into a competition; must be suitable for publication; and must not infringe third-party rights. In addition, all entries must meet the following requirements:

**Data requirements:** Participating teams may use publicly available data sources subject to and in compliance with applicable license terms that allow full participation in the competition, including presentation at the conference by grant recipients, and are not subject to any other restrictions on use or access. Data sets must be anonymized and not include any personal information or confidential information. Entries must include (a) a link to the data or appended data set and (b) applicable license terms. Teams must give appropriate attribution as applicable. Without limiting any other provision of these Terms and Conditions, all participants expressly agree that their access to, submission of, and use of data in connection with this Competition will adhere to all applicable laws, regulations, and third-party licenses or terms of use.

**Submission requirements:** Participating teams are expected to conduct data analysis using SAS software and write a paper that defines the problem, describes the analysis performed, and presents the results in such a manner as to be of use in business, science, government, education, health care, etc. Teams will be judged on the broad accessibility of results, so papers should be appropriately technical, but still understandable to non-analytics audiences. The paper must be two to five (2-5) pages in length and may include an optional appendix of up to two (2) additional pages. Papers going over the page and appendix limits will not be reviewed. The written paper must contain the following components:

- Introduction
- Data
- Problem
- Data Cleaning/Validation
- Analysis – must include a statement of the SAS software product used
- Visualization (graphs, charts, etc.) – can be included in an appendix.
- Suggestions for Future Studies
- Conclusion

Optional: Teams may opt to include an appendix of up to two (2) additional pages. The appendix will not count towards the 2-5 page length paper requirement. The appendix may include supporting details such as mathematical proofs, sample calculations (referred to in the text), supporting figures (tables, graphs, charts, or images), data (raw, summary, or data dictionary), lists of words, the questionnaire used in the research, a detailed description of an apparatus used in the research, etc.

### **JUDGING OF ENTRIES: Paper Submissions**

Eligible paper entries will be judged according to the following four (4) criteria and considerations:

- Data preparation (25%)
  - Was the source of the data adequately documented?
  - Was the data cleaning process adequately explained?
- Data analysis (25%)
  - Were appropriate analytical methods used and adequately explained?
  - Was the use of SAS technology described?
- Data presentation (25%)
  - Were appropriate and attractive tables, graphics, or visuals provided?
- Impact and conclusions (25%)
  - Were the problem(s) clearly defined and objectives of the study precisely given?
  - Were results provided for a general, non-technical audience?
  - Were coherent and compelling findings and recommendations for future study given?

Each of the 4 components will be scored from 1 (vague, not given, poorly explained) to 10 (outstanding, one of the best).

Submissions will be reviewed by judges employed or designated by Sponsor who have qualifications sufficient to apply the criteria to the submissions.

### **FINAL ROUND: FINALIST TEAMS:**

Based on the judging of the paper submissions, up to fifteen (15) teams will be selected as finalists and notified on or about March 5, 2025. Each of the finalist teams will create and submit a 20-minute video presentation. The video presentations are due by March 26, 2025.

### **JUDGING OF ENTRIES: Video Presentations**

Video presentations by the finalist teams will be judged according to the following criteria and considerations:

- Organization
  - Is the presentation well organized with a beginning, middle, and end?
  - Does it have a strong organizing theme with clear main ideas and transitions?
- Subject Knowledge
  - Do students fully describe and comprehend the topic area and related analyses?
  - Are detailed explanations and elaboration of the topic and analyses provided?
- Visuals
  - Do students effectively design presentation slides and visualizations to add significant value to the presentation?
- Mechanics
  - Is this a professional quality presentation that could be given to decision makers on the job or experts in the field?
- Impact
  - Is the message delivered important and would it impact others?

Each of these five (5) elements will be scored by the judges on a scale of 1-10, then averaged, with a maximum possible presentation score of 10 per team.

The presentation score will then be added to each of the data preparation, data analysis, and data presentation scores from the paper submission to form three scores.

A winning and runner-up team will be identified for each of the data preparation, data analysis, and data presentation domains. A team can be awarded a winner or runner-up place in more than one domain. Three (3) total winning and three (3) total runner-up teams will be determined.

The top two teams in each domain will be selected and notified on or around April 16, 2025. Decisions of the judges are final. By participating, entrants agree to be bound by these Terms and Conditions and the judges' decisions.

## AWARDS FOR FIRST PLACE TEAMS:

Each member of the top team in each domain may select one of the following prizes:

- Apple iPad (approximate MSRP: \$499.00)
- Beats Studio Pro Wireless Headphones (approximate MSRP: \$349.00)
- Meta Quest 3 – 128GB – Breakthrough Mixed Reality Headset (approximate MSRP: \$499.00)
- Each student from a winning team will win a SAS content subscription of their choice. With 28 guided learning paths to choose from, content subscriptions provide a digital-first approach to learning designed to help master new skills online, with hands-on practice during virtual lab hours and easy access to online course materials. Each subscription contains all the courses needed to master that skill. Visit [learn.sas.com](https://learn.sas.com) to explore the options.
- Recognition: Press Release, highlight on the Curiosity Cup webpage, Digital Badge to share on professional networks.
- Prizes are subject to availability. In the event of a supply shortage, a comparable prize option of similar value will be offered.
- Only one (1) first-place prize will be given to an individual winner regardless of the number of domains in which their respective team places first. **If you are on a team that wins first place in more than one domain, you may only claim one (1) first-place prize.**

## RUNNER-UP TEAMS:

- Each student from a runner-up team will win a SAS content subscription of their choice. With 28 guided learning paths to choose from, content subscriptions provide a digital-first approach to learning designed to help master new skills online, with hands-on practice during virtual lab hours and easy access to online course materials. Each subscription contains all the courses needed to master that skill. Visit [learn.sas.com](https://learn.sas.com) to explore the options.
- Recognition: Press Release, highlight on the Curiosity Cup webpage, Digital Badge to share on professional networks.

**MORE INFORMATION:** For more information on prizes, see the FAQs on the [Curiosity Cup page](#).

ALL TAXES ON THE AWARD ARE SOLELY THE RESPONSIBILITY OF THE AWARD RECIPIENT. If required by applicable law, Sponsor will issue an IRS 1099 form to each award recipient to identify the value of the award. For information and planning purposes, and without being obligated to award any prize at any particular value, Sponsor estimates that the value of each award may range from US \$299.00 to US \$499.00. Award recipients are not permitted to make any substitutions nor to claim any portion of the grant in cash.

**CONDITIONS OF PARTICIPATION:** IN THE EVENT AN ENTRY IS DETERMINED BY SAS NOT TO BE THE ORIGINAL WORK OF THE ENTRANT OR TO INFRINGE OR POTENTIALLY INFRINGE ANY THIRD PARTY'S RIGHTS OR OTHERWISE NOT IN COMPLIANCE WITH ANY OF THESE RULES, SAS RESERVES THE RIGHT TO DISQUALIFY THE ENTRY, IN THEIR SOLE DISCRETION, FROM THE COMPETITION.

Submission of any entry constitutes the entrant's irrevocable, non-exclusive license to Sponsor to publish, use, adapt, edit and/or modify such entry, including, without limitation, screenshots and selected portions of the entry, in any way, in any and all media, without limitation, worldwide, throughout the universe, and in perpetuity, for use in association with Sponsor's advertising, promotion, archiving and review, or any other purpose whatsoever, all without acknowledgement, additional compensation, or opportunity for review by the entrant.

By entering, entrants acknowledge compliance with these Terms and Conditions, including all eligibility requirements, and each entrant warrants and represents that his or her entry is legal and lawful and meets all restrictions and requirements of these Terms and Conditions and all applicable law. By submitting a video presentation and in exchange for participation as a finalist, each finalist further (a) consents to Sponsor's use of his/her name, image, biographical details, likeness, and text of interviews or statements without additional compensation or opportunity for review by the entrant, unless prohibited by law, for promotional purposes throughout the universe in any media whatsoever now known or hereafter developed and (b) warrants that privileges of participation and prizes will be used only for lawful purposes and in compliance with any and all applicable law, regulation, policy, guidelines, and manufacturer instruction.

Sponsor reserves the right to suspend, cancel, or modify this Competition as determined by Sponsor in its sole discretion. Sponsor retains the discretion to make all decisions regarding the interpretation and application of these Terms and Conditions, including any ambiguities. All decisions of Sponsor are final and discretionary. Sponsor further reserves the right to award more than or fewer than eight (8) team grants or presentation slots, as circumstances may warrant, in the sole discretion of Sponsor. In the event a selected award winner is ineligible or refuses the award, the award will be forfeited and Sponsor in its sole discretion may select an alternate grant recipient from the remaining entries.

**RELEASES:** BY ENTERING THIS COMPETITION, YOU RELEASE, HOLD HARMLESS, AND AGREE TO INDEMNIFY SPONSOR, ITS PARENT, SUBSIDIARY, AND AFFILIATED ENTITIES, EMPLOYEES, AND AGENTS AND ALL OTHERS ASSOCIATED WITH THE DEVELOPMENT AND EXECUTION OF THIS COMPETITION AND THE SAS GLOBAL FORUM CONFERENCES FROM AND AGAINST ANY AND ALL TAX LIABILITY THAT MAY BE IMPOSED OR ASSOCIATED WITH RECEIPT OR USE OF THE AWARD AND FROM

AND AGAINST ANY AND ALL CLAIMS, ACTIONS, PROCEEDINGS, AND LIABILITY FOR ANY DAMAGES, EXPENSES, FEES, INJURY OR LOSSES (INCLUDING PERSONAL INJURY OR DEATH) SUSTAINED IN CONNECTION WITH THE RECEIPT, OWNERSHIP, OR USE/MIS-USE OF THE AWARD OR PRIZE OR PREPARING FOR, OR PARTICIPATING IN ANY COMPETITION-RELATED OR CONFERENCE-RELATED ACTIVITY. For the avoidance of doubt but without limiting the foregoing, entrants expressly release and agree to indemnify Sponsor and its subsidiary and affiliated entities from and against any claims (a) arising from a violation of these rules or any of entrants' representations and warranties hereunder and (b) any claims that entrants' submission, participation, or use of data in connection with this competition violates the rights of any third party, including without limitation rights in intellectual property or privacy rights. Sponsor is not responsible for any printing, typographical, mechanical or other error in the printing of the Competition materials, including the webpage, administration or execution of the Competition, or in the announcement of the grant recipients.

**COMPETITION SPONSOR:** This Competition is being sponsored by SAS Institute Inc., SAS Campus Drive, Cary, North Carolina 27513, USA (the "Sponsor"). The names of the winners are available upon request by sending a written request and a self-addressed, stamped envelope for receipt at SAS by October 30, 2025, to Curiosity Cup chair Juergen Kaselowsky, SAS Institute GmbH, In der Neckarhelle 162, 69118 Heidelberg.

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